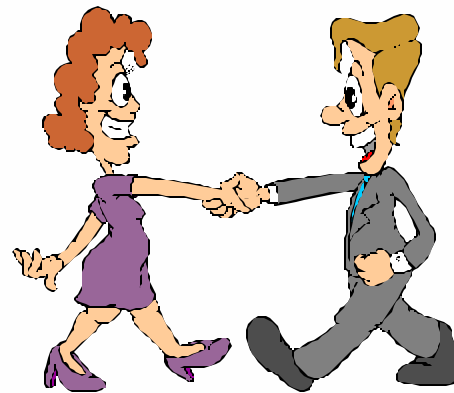


So You Got The Interview...

Don't forget these critical steps:

- **Researching a Company**
- **Interview Preparation**



Researching the Company

- Researching the company helps you decide whether the opportunity is worthwhile and to understand what your interviewers' questions mean and how to respond.
- The “Things You Want to Know About The Company” should start you thinking of the kinds of questions you want to pursue, why they are important to you, and where you find the answers:



Things You Want to Know About the Company

What You Want to Know	Why You Want to Know It	How You Can Find Out
<p>What does the company do?</p> <ul style="list-style-type: none"> – Primary products – Key markets <p>How big is the company?</p> <p>What future product expansion does the company plan?</p> <p>Will key markets grow or shrink in the future?</p> <p>To what does the company attribute fluctuations in sales?</p> <p>What kind of culture does the company have?</p> <p>Any “downsizing” or reorganizations recently?</p> <p>Do “downsizing” or forced retirements seem likely in the future?</p>	<ul style="list-style-type: none"> • To be a knowledgeable candidate • To decide whether you want to work for the company • To know the strengths of the company • To judge future opportunities • To see if you are compatible with its culture • To judge its stability 	<ul style="list-style-type: none"> • Annual reports • Marketing Materials • Company Newsletters • Chamber of Commerce • Business Journals, periodicals & newspapers • Stock Brokers • Internet • Network contacts • College Career offices

Annual Reports

- **Single best source of inside information on a company**
- **Contains “Letter to the Shareholders” from the President or CEO**
 - Catalogs the company’s past year performance and vision for the future.
 - Information on principal lines of business, financial statements, suppliers, customers, target markets, challenges
 - Internal perspective of what the company considers its competitive advantage.
- **Get an Annual Report from the company’s corporate Shareholder Services Department (many are now online on company’s website). Call and request a copy.**

Marketing Materials

- A good source of general information about a company and its product line
- Most companies will be happy to supply brochures and literature about their company (you just have to ask!!)
- Marketing staff are usually well-prepared to answer questions about their company, so they may provide answers to specific questions.
- Call the company and ask to talk to Marketing Department.
- Many companies have internal newsletters that are a good source of information about the culture of the company. Ask your HR contact to send you one.



Stockbroker

- **Good for researching a specific company**
- **A full-service stockbroker can provide objective information about the overall prospects and state of the company**
- **Provide insight into how the company is managed**

Internet

- For companies with a web presence, the Internet usually provides a wealth of information
- Most corporate web sites give information about the products and services offered by the company as well as information for shareholders, job searchers, researchers, and employees
- To find a company's web site, try searching Yahoo or some other search engine or call the company and ask them

Other Resources

- **College Placement Office or Library**
 - College Placement Directory
 - College Placement Annual
 - F&S Index of Corporations & Industries
 - Dun & Bradstreet's Various Directories
 - Moody's Manuals
- **Chamber of Commerce**
 - Has information about the local community's impression of the company/division
- **Trade Magazines & Industry Associations**
- **Network Contacts**
 - May have insights into the company via other contacts
- **Business Editors of Local Newspapers**
 - They know the inside scoop on many businesses. Call and ask them questions for a change.